# Key business functions

## **Operations**

- organising the production of goods and services in a business
- ordering, storing, locating and designing business premises

#### Human Resources

- responsible for organising the business's human resources (the people who work in the business)
- hiring, firing, training, motivating

BUSINESS FUNCTIONS

## Marketing

- the link between the business and its customers
- drives the business because it identifies what customers want and need and then plans the products and that will satisfy customer demands, at an acceptable price
  - promotes the product

### Finance

- responsible for providing the financial resources necessary to run the business
- provides regular reports on various aspects of the business's operations